

Dean's Memo

— Faculty of Commerce & Administration —

December 19, 1972

1 - 2 - 2

THE CONSULTATIVE COMMITTEE OF THE FACULTY OF COMMERCE AND ADMINISTRATION

PREAMBLE

I believe that the November meeting of Faculty Council will appear in the biography of the Faculty as a meeting of historical significance. At that meeting, the Faculty Council passed a motion authorizing the foundation of a Consultative Committee. This Consultative Committee will consist of a widely representative group of senior business executives as well as members of the full-time teaching staff. Representatives of the appropriate student associations will also be members. The function of the Consultative Committee will be similar to that of Advisory Councils of other Faculties of: Business, Administration, or Management (all leading American and Canadian schools have such a committee or council), but ours will be named Consultative Committee to show explicitly the intended "two way" relationship.

At the same meeting it was further resolved that the Consultative Committee be a standing committee of Faculty Council (reporting to Faculty Council and to its Chairman, the Dean of the Faculty) and that the committee consist of thirty-five members and be structured the following way:

THE STRUCTURE OF THE CONSULTATIVE COMMITTEE

- A. Chairman (an "External" and an "Internal" Vice-Chairman will be elected later from among the members and by the members of the Consultative Committee)
- B. Twenty "External" members (i.e. Business Executives)
- C. Fourteen "Internal" members (i.e. The Dean, ten faculty members and three representatives of the appropriate student associations).

The Faculty Council appointed Mr. William T. G. Hackett as Chairman of the Consultative Committee.

The Faculty Council also approved a list of seventeen business executives as members of this committee. These executives have since acknowledged and accepted their appointment; three more executives will be appointed at a later date to complete the roster of twenty "External" members.

As to the faculty and student component of this committee, Faculty Council appointed eleven ex-officio members:

Dean, Faculty of Commerce and Administration
Chairman, Department of Accountancy
Chairman, Department of Finance
Chairman, Department of Management
Chairman, Department of Marketing
Chairman, Department of Quantitative Methods
Chairman, Graduate Studies Committee
Chairman, Undergraduate Curriculum Committee
President, Commerce Students Association
President, M.B.A. Students Association
Commerce Representative, Evening Students Association

and authorized the Dean to appoint three additional faculty members of the faculty at large. Consequently, three professors were appointed, (one from each professorial rank), and they are:

Prof. G. Brink (Prof. of Management)
Prof. M. Kawaja (Assoc. Prof. of Finance)
Prof. R.O. Wills (Asst. Prof. of Q.M.)

The complete list of appointees showing both the "Internal" and "External" components of the Consultative Committee (Business, Faculty, Students) is attached as an appendix.

THE OBJECTIVE OF THE CONSULTATIVE COMMITTEE

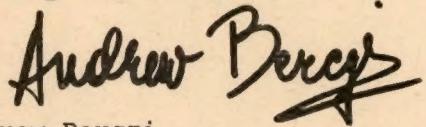
The purpose of this new committee is to establish a continuing relationship and dialogue between our Faculty and a broadly representative group of senior business executives.

It is expected that the committee will provide a useful and friendly point of contact for assessment of the relevance of our programmes to the needs of the business community, while at the same time it will make the objectives, the role and the accomplishments of the Faculty better known and appreciated in business circles. This should result in further improvement in the practical relevance of our already prestigious programme and it should earn our students further credit and appreciation for the knowledge and skills they possess, appreciation by those who count most in their future career: their future employers.

It is also expected that after careful study and evaluation of our operation and circumstances, the committee will see fit to assume the leading role in seeking out and co-ordinating the broadest possible outside support for our objectives and activities.

POSTSCRIPT

I am sure I speak on behalf of all of you when I state that we, at the Faculty of Commerce and Administration of Sir George Williams University, sincerely appreciate the time and effort these senior business executives pledged to invest in this project, for we are fully aware of the ever increasing need for allies and sponsors in the business community in today's highly competitive era of post-secondary education.



Andrew Berczi
Dean
Faculty of Commerce
and Administration
Sir George Williams University

1 - 2 - 3

WHO'S DOING WHAT?

It is with regret that we announce the resignation of Barbara Boularice, secretary, Finance Department. We wish her every success in the future.

Dr. Bruce Mallen, Chairman, Graduate Studies

Completed 50 page printed monograph Decision Making and Attitudes of Canadian Freight Cargo Transportation Buyers.

Business Quarterly article published in Winter 71-72 issue, pp. 52-59, "Just How Different are U.S. and Canadian Retailing and their Markets".

With R. Rotenberg invited and has completed an article, "Customer Satisfaction and Retail Store Closing Hours", published in Mercurio (Economist Digest - Italy).

Delivered address to the Association of Canadian Advertisers Annual Conference in Toronto, May 2, 1972, "Just How Big a Role Does Marketing and Distribution Play in the Canadian Economy". (Incidentally, this was Dr. Mallen's most important address of the year. The audience ranged close to 1,000 advertising and marketing practitioners, and it received very wide publicity in the general media, as well as front page headlines in the trade medium).

Appointed as "Founding Editor" to the Editorial Board of the Canadian Marketer, (now being published in Toronto).

Assistant Prof. R. W. Sweitzer, Marketing Department, has submitted an article entitled, "The Self-Actualizing Salesman" to The Southern Journal of Business. (This is a study of the effects of intrinsic motivation on sales force performance).

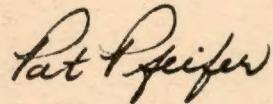
Under the capable leadership of Dr. Henry Tutsch, the MONTREAL BUSINESS AIDE (formerly known as "Small Business Project") is now formally incorporated as a non-profit corporation with a charter from the Provincial Government. Dr. Tutsch is the "Managing Director", Stephen Dufresne (final year undergraduate) is the Administrator working temporarily (till Spring) in office Y-204-2.

At this date there are 15 volunteer student consultants on file and 22 requests for assistance. Prospects for financial support and additional directors from the business community are good and, it is hoped that some students may earn term-paper credits in appropriate courses if the type of their consulting assignment warrants such recognition.

Dr. E. N. West, Q.M., has been appointed Chairman of the Management Sciences Division of the Canadian Association of Administrative Sciences, to succeed Dean J. Debanne of University of Ottawa, who resigned recently because of other pressing duties.

Dr. West has been invited to present a two-day business seminar in Edmonton on Statistical Forecasting Techniques. This seminar is sponsored by the Extension Department at the University of Alberta and draws persons from Government and Industry in Alberta.

I WOULD LIKE, ON BEHALF OF DEAN BERCZI AND MYSELF, TO EXTEND SEASON'S GREETINGS AND BEST WISHES TO ALL OF YOU, FOR A FULFILLING NEW YEAR.



Pat Pfeifer
Editor

APPENDIX

SIR GEORGE WILLIAMS UNIVERSITY
MEMBERSHIP OF THE CONSULTATIVE COMMITTEE OF THE
FACULTY OF COMMERCE AND ADMINISTRATION

Chairman: William T.G. Hackett
Special Lecturer
Department of Finance

877-7095 879-4425

BUSINESS Phillip P. Aspinall
Partner
McDonald Currie & Co.
630 Dorchester Blvd. W.
Montreal

875-5140

Rupert B. Carleton
Vice-President and
General Counsel
Cemp Investments Limited
630 Dorchester Blvd. W.
Montreal

878-9841

Jacques Cartier
Vice-President, Marketing
Petrofina Canada Limited
1 Place Ville Marie
Montreal

866-3911

F.E. Case
Chairman and Chief Executive Officer
Montreal Trust Company
1 Place Ville Marie
Montreal

861-1681

Michel Cloutier
Vice-President Administrative Services
Bombardier Limited
Valcourt, Quebec

1-532-2211

G.G. Dunnigan
Vice-President, Marketing
Northern Electric Distribution Co. Limited
2 Fieldway Road
Toronto 18
Ontario

1-416-363-8651

A. Fisher
President
FBI Foods Limited
805 du Marché Centrale
Montreal

381-9181

Walter J. McCarthy
Senior Vice-President, Finance
Sun Life Assurance Company of Canada
Dominion Square
Montreal

866-6411

H.S. McEvoy
Vice-President
Extruded and Building Products
Alcan International Ltd.
P.O. Box 6090
Montreal

877-3013

Fred H. McNeil
Executive Vice-President and General Manager
Bank of Montreal
129 St. James St. West
Montreal

877-7110

Ronald H. Perowne
President
Dominion Textile Limited
1950 Sherbrooke Street West
Montreal

937-5711

R.P. Regimbal
President
Johnson & Johnson Limited
2155 Boulevard Pie IX
Montreal

255-8801

The Hon. Maurice Sauve, P.C.
Vice-President Administration
Consolidated-Bathurst Limited
800 Dorchester Blvd. West
Montreal, Quebec

875-2160

David E. Sloan
Treasurer
Canadian Pacific Limited
Windsor Station
Montreal

861-6811

H. Arnold Steinberg
Executive Vice-President
Administration and Finance
Steinberg's Limited
1500 Atwater Ave.

931-9131

Nicholas Takacsy
Vice-President and Director
Greenshields Incorporated
4 Place Ville Marie
Montreal

861-3831

Orland Tropea
Vice-President Regulatory Matters
Bell Canada
1050 Beaver Hall Hill
Montreal

870-7297

Three additional members to be appointed

FACULTY

Andrew Berczi
Dean of the Faculty of
Commerce and Administration
and Acting Chairman, Dept.
of Quantitative Methods

879-4385

Gunther Brink
Professor
Department of Management

879-4248

James G. Finnie
Chairman
Department of Accountancy

879-2897

Michael Kawaja
Associate Professor
Department of Finance

879-4299

Vishnu H. Kirpalani
Chairman
Department of Marketing

879-4396

George S. Lane
Chairman
Undergraduate Curriculum Committee

879-4272

Bruce Mallen
Chairman
Graduate Studies

879-2898

Calvin C. Potter
Chairman
Department of Finance

879-2895

Henry S. Tutsch
Chairman
Department of Management

879-4328

Roland O. Wills
Assistant Professor
Department of Quantitative Methods

879-4389

STUDENTS

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849-8331 (loc. 520)

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Hubert Prescod
Commerce Representative
Evening Students Association
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487-1566 Res.: 737-2607